

Freelite® & Hevylite®

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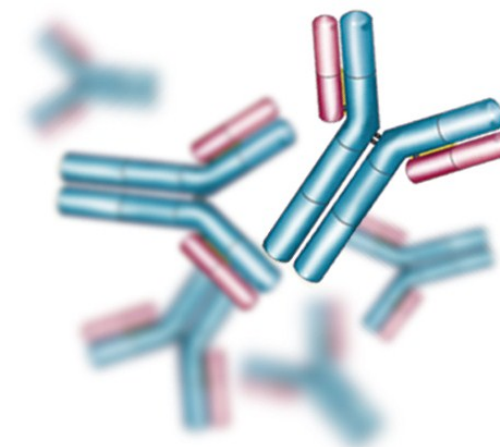
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A record first half and our best month ever...

The end of the first half of the year and there has been a lot happening and it has provided many reasons to celebrate: firstly we are ahead of budget as at the end of March; secondly Binding Site had its best month ever with record sales in excess of £7million for March - which is the same value as all the **Freelite** and Subclass sales for a whole year in 2005.

[Read more on page 9](#)



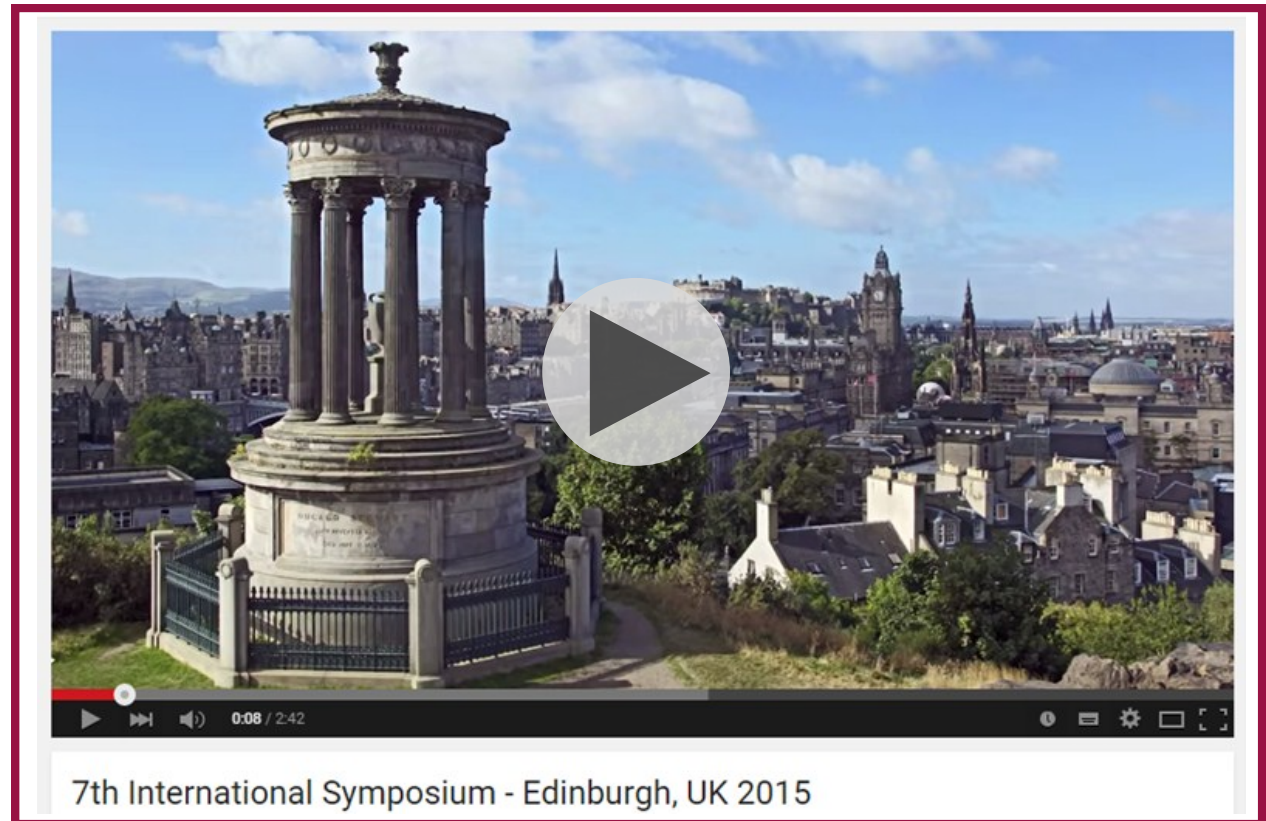
Edinburgh Symposium – Highlights Video

Since the Edinburgh symposium, we have been working on a highlights video!

This is now complete and shows what happened at the meeting very succinctly – [here is a link to it!](#)

We are planning to share this video via social media and use it in relevant upcoming promotions.

This video highlights the Binding Site's commitment to improve patients' lives worldwide through education, collaboration and innovation. This short video can be shared with your customers who attended the meeting as well as those who did not have an opportunity to attend as they can get a glimpse of what went on!



Edinburgh Symposium – Bob Lock discusses poly vs mono

As promised we are here with the first of the interesting talks from the Edinburgh meeting.

Dr Robert Lock, Consultant Clinical Scientist, Immunology & Immunogenetics, North Bristol NHS Trust, UK, addressed the attendees on a Polyclonal v Monoclonal Approach to Free Light Chain (FLC) Measurement.

[Watch the full presentation](#)

His presentation detailed comparisons between monoclonal and polyclonal assays available on the market and concluded that not only were polyclonal assays superior but they were not interchangeable with monoclonal assays.

Download the presentation slides

Comparison data – lambda

Scatter Plot with Deming Fit

log lambda (Siemens)

log lambda (BS)

Siemens

Deming fit
(0.48 + 0.74x)

95% CI bands

Edinburgh 2015
16th & 17th April

Bob Lock - A monoclonal v polyclonal approach to FLC measurement

Please share this presentation with potential and existing customers to show why **Freelite** is the gold standard.

What happened at ERA-EDTA?

ERA-EDTA, London, May 28th – 31st

This year ERA-EDTA took place in the iconic city of London. Nephrologists from around the world gathered at the ExCeL arena in London to learn about developments in renal medicine. The meeting was extremely successful for us and the leads from this meeting will be distributed soon.

The algorithm from [MKG656](#) (Hutchison 2012) was extremely successful as a graphic on the stand and generated a lot of interest. We were then able to speak to nephrologists and explain the algorithm in further details referring directly to the publication.

The majority of nephrologists were quickly able to recognise the importance of using **Freelite** for rapid diagnosis of unexplained Acute Kidney Injury (AKI) in myeloma. They saw **Freelite** as a cost effective test which could ultimately stop the most serious patients becoming dialysis dependent.

We look forward to ERA-EDTA 2016 which will be held in Vienna!



20th European Haematology Association (EHA) Congress

We will be exhibiting at this year's European Haematology Association (EHA) Congress.

Please invite your current and potential customers to see us at this year's Congress, we'd love to see as many of them as possible.

We'll be there to talk to clinicians about the latest **Freelite** and **Hevylite** publications and information.

- **Freelite** – Now considered a biomarker of malignancy when diagnosing Multiple Myeloma - **Collect your copy of the publication!**
- **Hevylite** – better than SPE for those 'difficult-to-monitor' patients - **Come and collect the supporting evidence!**

Freelite + Hevylite together – come and find out why this is the best monitoring strategy for your Multiple Myeloma patients

European Haematology Association (EHA) - 20th Congress

Date: 11th June - 14th June 2015

Location: Reed Messe, Vienna, Austria

Stand Location: 1319

www.ehaweb.org

Binding Site team on stand

Robert Bird

International Product Manager (Freelite)

Colette Szarka

International Product Manager (Hevylite)

Bio-Rad Multi-Analyte Controls now include values for SPAPLUS assays

Back in April we announced that values for our SPAPLUS assays are now included in the Bio-Rad Liquichek Immunology Control insert. Further to this notification we are pleased to announce customers are now able to purchase the Liquid Assayed Multiquel Control which also includes values for SPAPLUS assays.

The use of multi-analyte controls improves laboratory workflow, decreases hands on time for customers and frees up space on sample racks for more samples.

The table opposite details the information for both the Liquid Assayed Multiquel Control and the Liquichek Immunology Control.

* The lot numbers detailed above are the first batches for which SPAPLUS values have been included in the inserts. Every subsequent batch will include values for the SPAPLUS.

Bio-Rad Multi-Analyte Control	Catalogue Number	Lot Number*
Liquid Assayed Multiquel Level 1 - (12x 3mL)	694	45720
Liquid Assayed Multiquel Level 2 - (12x 3mL)	695	
Liquid Assayed Multiquel Level 3 - (12x 3mL)	696	
Liquid Assayed Multiquel, Trilevel MiniPak - (3x 3mL)	695X	
Liquichek Immunology Control Level 1 - (6x 1mL)	591	66310
Liquichek Immunology Control Level 2 - (6x 1mL)	592	
Liquichek Immunology Control Level 3 - (6x 1mL)	593	
Liquichek Immunology Control, Trilevel MiniPak - (3x 1mL)	590X	
Liquichek Immunology Control Level 1 - (6x 3mL)	594	
Liquichek Immunology Control Level 2 - (6x 3mL)	595	
Liquichek Immunology Control Level 3 - (6x 3mL)	596	

Bio-Rad Multi-Analyte Controls now include values for SPAPLUS assays

To view the values assigned in the latest lot of Multi-Analyte Control:

- Visit: <http://myeinserts.qcnet.com/>
- Select the relevant control from the first drop down menu (i.e. “Liquichek™ Immunology Control (591)” or “Liquid Assayed Multiqua® (694)”))
- Select the relevant lot number from the second drop down menu and click next.
- You will then be able to download a customised insert containing the analytes

Please Note:

Although we are taking part in the Bio-Rad Value Assignment Scheme we are not responsible for any issues that may arise from the use of these controls. If an issue arises while your customer is running the Bio-Rad Multi-Analyte Controls in conjunction with our assays, they must run the controls provided in our kit prior to contacting us.

We have also completed a Value Assignment for another Bio-Rad Multi-Analyte Control: the “Liquichek Spinal Fluid Control”.

Look out for announcements in future editions of eNews regarding availability!

If you have any questions regarding these controls please contact [Leanne Foyle](#), International Product Specialist.



EuroMedLab - Welcome to the future of special protein analysis



Optilite Showcase

Monday 22nd & Tuesday 23rd June

Welcome to the future of special protein analysis. Optilite is the latest innovation in special protein testing

EuroMedLab 2015

Date: 22nd June - 24th June 2015

Location: Le Palais des Congrès, Paris, France

Stand Location: G8, Level 2

www.paris2015.org

Educational Workshops

Find out more about:

- **Freelite** - recommended by national and international guidelines
- **Hevylite** - for sensitive detection of intact immunoglobulin myeloma

Hevylite

22nd June

17.00 - 18.00

Clinical and Laboratory perspectives on the role of **Hevylite** in Multiple Myeloma

Chair: Prof. M Michallet,

Speakers: Prof. X Leleu, Prof. J Katzman

Freelite

23rd June

17.00 - 18.00

Freelite testing - the next 15 years

Chair: Prof. G Merlini

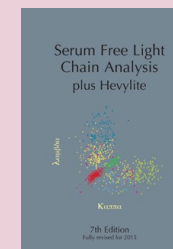
Speakers: Prof. G Merlini, Dr Jill Corre

Collect your new **Freelite** & **Hevylite** papers



IMWG guidelines – a raised **Freelite** ratio is now recognised as a myeloma-defining event

Katzmann *et al.* highlight the benefit of **Hevylite** compared to SPE for IgA Multiple Myeloma monitoring



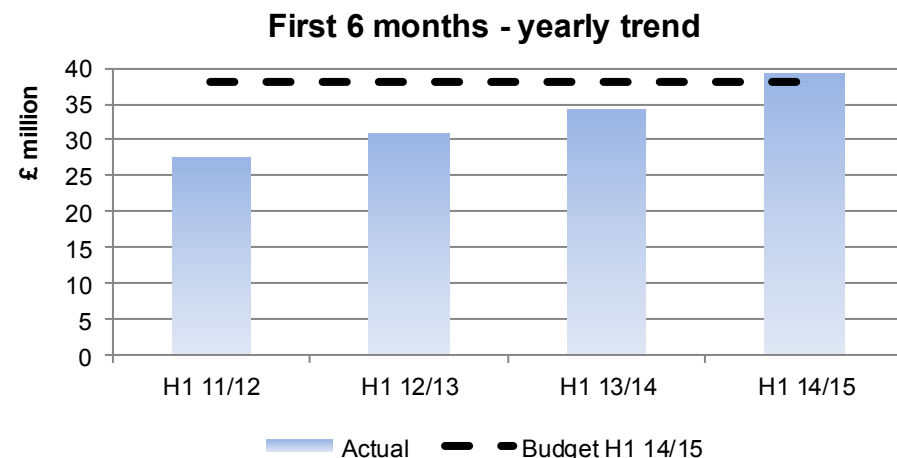
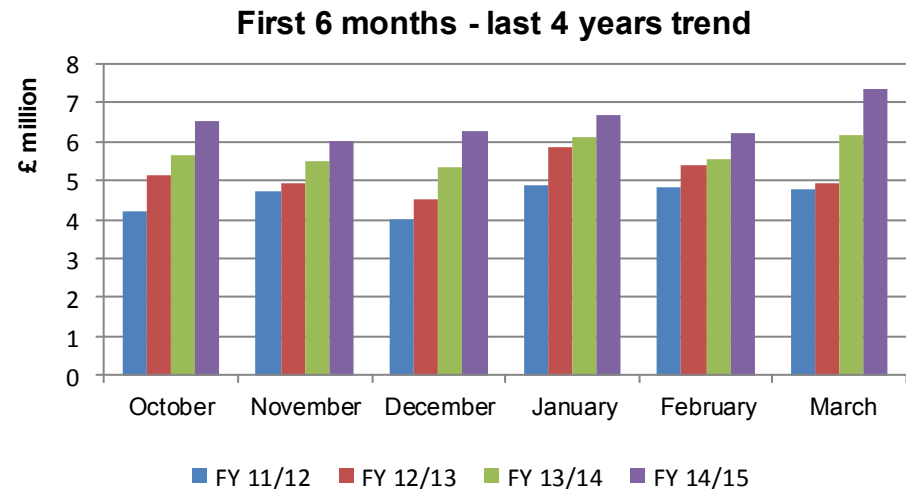
Collect your new 7th edition of the **Freelite** and **Hevylite** book,

A record first half and our best month ever...

The end of the first half of the year and there has been a lot happening and it has provided many reasons to celebrate: firstly we are ahead of budget as at the end of March (hurrah!); secondly Binding Site had its best month ever with record sales in excess of £7million for March - which is the same value as all the **Freelite** and Subclass sales for a whole year in 2005 (wow!); thirdly as many of you may be aware we had an outstanding Scientific Symposium in Edinburgh.

A great first half

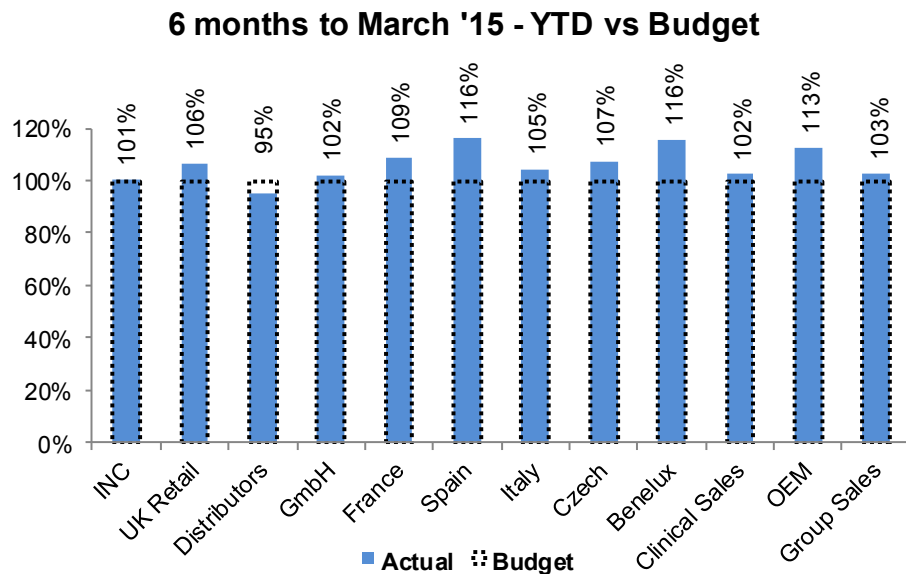
The top graph on the right shows the first 6 months of the year for the last 4 years. This shows a pattern of progressive growth year over year for the last 4 years. Below is the cumulative effect for the first 6 months for the last 4 years as well as the budget for this year which we are currently ahead of. This is a tremendous achievement and is a testament to the impact we, as a business, can have working together both across departments and geographies – this is a team effort and everyone’s contribution has counted towards this success.



A record first half and our best month ever...

All areas performing strongly

The chart below shows that all subsidiaries as well as OEM are exceeding their budgets. Special mention goes to Benelux and Spain who are 16% over budget. The only exception is Distributors which is due to stocking changes in Japan, although David Jackson is seeing demand return now stock levels have stabilised and they are still **recording growth in excess of 10%**.



Overall sales growth for the Group is 14% which is something we can all be especially proud of when we are also ahead of budget by 3%. In addition we have over 425 SPAPLUS placements and, in April, received our first orders for Optilite.

Binding Site continues to go from strength to strength around the world. Over the next 12 months there will be a lot happening - we will see further investment in our Vermont facilities, a new state of the art filling line in the UK to ensure we can keep pace with growing demand, expansion of investment in both our assay portfolio and geographic foot print and the formal launch of Optilite. So an awful lot happening to continue to build on our past successes so thank you and enjoy the summer.

Mark Culwick
Chief Financial Officer

New Starter

Clare Dunne

Department: Global Marketing

Role: International Marketing Manager - Oncology

Clare has recently joined the Global Marketing team as International Marketing Manager and will be managing the **Freelite & Hevylite** international marketing team.

Clare has valuable experience as a strategic marketing and sales support professional with several years international exposure to medical devices and pharmaceuticals gained in roles based outside of the UK.

‘It’s a really exciting time to join Binding Site and I look forward to working closely with my International colleagues as we continue to grow our **Freelite** and **Hevylite** business around the world.’

Binding Site Distributor Conference - Save the Date!

Our next Distributor Conference will take place on the **8th, 9th and 10th of September 2015**.

As ever there will be content aimed at key sales people in each territory, but also high level strategy pitched towards company owners/general managers.

We will review our recent performance as well as launching new products and defining future direction. It will be two years since our last meeting of this kind and so we would expect representatives from as many of our distributors as possible.

See you there!

The International Sales Team



Events Diary

European Haematology Association - 20th Congress

Date: 11th June - 14th June 2015

Location: Reed Messe, Vienna, Austria

Stand Location: 1319

www.ehaweb.org

EuroMedLab 2015

Date: 21st June - 25th June 2015

Location: Le Palais des Congrès, Paris, France

Stand Location: Level 2, Stand G28

www.paris2015.org



AACC 2015

Date: 26th - 30th July 2015

Location: Georgia World Congress Center, Georgia, USA

Stand Location: tbc

www.aacc.org/meetings-and-events/annual-meeting

To see more events please visit the [Binding Site website](#)

Distributor League Tables

Top 20 by Sales Volume and Growth

Congratulations to leaders, **Khalid Scientific Company, Qatar** who remain in first place!

*These rankings are calculated based on a combination of sales and growth rates over the last 12 months, corrected for population size to allow territory comparison. **Green** represents a rise in ranking and **red** a decrease. The number in brackets shows previous ranking.*



	Distributor	Country
1	Khalid Scientific Company (1)	Qatar
2	Almog Diagnostics (3)	Israel
3	Quimiolab SAS (2)	Colombia
4	Surgi Tech (5)	Estonia
5	In Vitro Technologies Pty Ltd (new entry)	Australia
6	Labymed S.A. (7)	Guatemala
7	A H Diagnostics As. (8)	Denmark, Norway & Sweden
8	In Vitro Technologies Nz Pty Ltd (6)	New Zealand
9	MBL INA Laboratory (19)	Japan
10	C.A.Papaellinas (11)	Cyprus
11	Ilex Medical Limited (14)	South Africa
12	Bio-Mediator(12)	Finland
13	Varelas S.A. (10)	Greece
14	Tectron Co. (9)	Kuwait
15	Grupo Bios S.A. (new entry)	Chile
16	DOW Biomedica Inc. (16)	Korea South
17	Farouk, Maamoun Tamer & Co (15)	Saudi Arabia
18	Everlight Biotech (Taiwan) Co.Ltd (17)	Taiwan
19	Pera Medikal A.S. (new entry)	Turkey
20	Ikwan Co Limited (20)	Thailand

Freelite League Table

Based on Sales March 2015 - April 2015

The potential of all markets is estimated on the basis of 1.25% of the economically active population being screened annually with an SPE. This figure is multiplied by three to give the total potential for **Freelite** tests in that market. Market penetration is calculated by assessing the numbers of tests purchased against this total potential figure.

Top 10

Territory	Company	% of Total
Switzerland	The Binding Site GmbH*	97.18%
Luxembourg	The Binding Site SPRL/BVBA	67.20%
Israel	Almog Diagnostics *	55.39%
Northern Ireland	Aquilant Services	51.41%
Austria	The Binding Site GmbH*	49.97%
Belgium	The Binding Site SPRL/BVBA	48.51%
Estonia	AS Surgitech	48.00%
Germany	The Binding Site GmbH*	47.53%
Iceland	K&A Rafeindataekni ehf	43.56%
USA	The Binding Site Inc.*	43.43%

* denotes an increase in % on previous month

Territory	Company	% of Total
New Zealand	In Vitro Technologies	40.40%
Qatar	Khalid Scientific Co. W.L.L	37.33%
Australia	In Vitro Technologies Pty Ltd.*	35.36%
Czech Republic	The Binding Site s.r.o*	34.76%
Ireland	Syntec Scientific Ltd.	31.36%
Great Britain	The Binding Site Group Ltd.*	31.32%
Canada	The Binding Site Inc.*	27.25%
Cyprus	C.A. Papaellinas & Co Ltd.	26.67%
Slovakia	The Binding Site s.r.o*	25.80%
France	The Binding Site - France	20.17%
Finland	Bio-Mediator	19.25%
Denmark, Norway & Sweden	A H Diagnostics	17.94%
Spain	The Binding Site Spain	17.02%
Japan	M.B.L*	15.40%
Netherlands	The Binding Site SPRL/BVBA*	15.20%
Slovenia	Maritim Ltd.	14.24%
Portugal	Baptista Marques Diagnostica LDA *	11.90%
Korea South	DOW Biomedica Inc.*	11.15%
South Africa	ILEX South Africa (Pty) Ltd.*	10.88%

Freelite League Table

Based on Sales March 2015 - April 2015 - continued

Territory	Company	% of Total			
Italy	The Binding Site Italy*	9.92%	China	Shanghai Kangxiang Medical Co. Ltd.*	2.72%
Greece	Varelas S.A	9.33%	Jordan	DOAA Trading Est*	2.58%
Singapore	Premier Diagnostics Pte Ltd.	9.02%	Peru	Sistemas Analiticos	2.49%
Colombia	Quimiolab*	7.41%	Paraguay	Infotec s.a.	2.40%
Hong Kong	Bio-Gene Technology Ltd.	6.48%	Uruguay	Biokey S.R.L.	2.13%
Bulgaria	IVD Bulgaria Ltd.	6.40%	UAE	Star & Moon Co. (LLC)	1.99%
Taiwan	Everlight Biotech (Taiwan) Co Ltd*	6.38%	Brazil	SG Tecnologia Clínica S.A.*	1.91%
Lebanon	ARAMED Drugs s.a.r.l.*	6.08%	Venezuela	DIAG KIT C.A.	1.89%
Thailand	Ikwans Co Ltd.	5.65%	Chile	Grupo Bios S.A.*	1.71%
India	Kan Healthcare*	5.63%	Malaysia	Premier Diagnostics Sbn Bhd*	1.45%
Lithuania	UAB Diagnostic Systems Ltd	5.33%	Morocco	Diagnostic Systems	1.33%
Vietnam	Tha Uyen*	5.23%	Romania	Proton Impex 2000 S.R.L.	1.17%
Poland	Biokom Spółka Jawna*	5.15%	Russia	Direct Clinical Access Inc.	0.76%
Turkey	Pera Medikal IHR. ITH. TIC. VE SAN. LTD. STI*	4.50%	Argentina	V. Tokatlian S. A.	0.72%
Algeria	BHLab SARL	3.64%	Philippines	Diagnostika Pilipinas Inc.	0.63%
Tunisia	STIES - Tunis	3.48%	Iran	Star & Moon Co. (LLC)	0.61%
Hungary	Diagnosticum Rt	3.09%	Sri Lanka	Asiri Hospitals Limited*	0.53%
			Ecuador	Disclinic cia Ltda*	0.16%